

are no vacant parcels and the vacancy rate is low, consideration should be given to expanding the CBD preferably in an east-west direction between the two streets mentioned above. A detailed analysis of the CBD is currently being made and the results of the study will be published during the winter of 1963.

Neighborhood Business:

There are few business uses in Whiteville that fall into this category. Some of the uses around the county courthouse, such as the drug store would be in this category, however, because of the other uses in the area such as the appliance store and furniture store that are not neighborhood in nature, the area was classified as a small shopping center. The business uses included in this category are located mainly in the southwest part of town and are too small to indicate on the land use map.

In providing for such uses in the future, special consideration should be given to off-street parking, the traffic generating capacity of the proposed businesses, and the effect of proposed businesses on the surrounding area.

Highway Serving Businesses:

Provisions are made in the plan for highway serving business areas in six locations. However, sufficient area should be allocated to this category at all times, so that prospective investors may have a choice of several locations. Currently, there are no limitations as to where such uses can locate beyond the corporate limits, and as a result, such uses have scattered out in a lineal fashion along the major highways leading into Whiteville. In some instances creating traffic congestion and adversely affecting the surrounding property. In the future, it would be desirable to only encourage highway-serving businesses to locate in pre-selected areas where provisions can be made to avoid traffic congestion and where they will be compatible with surrounding uses. Following is a brief discussion of each of the six areas: